

A Comparative Study on Consumer Preference and Satisfaction with Special Reference to the Usage of DELL and HP Laptops in Chennai City

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A Comparative Study on Consumer Preference and Satisfaction with Special Reference to the Usage of DELL and HP Laptops in Chennai City

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ABSTRACT:

Today technology has brought the world in own hands human being very much to the complicated work in to easier. Gradually the invention and discoveries are made from time to time has head us to a comfortable world. One such significant is the laptop. The objective of the study is to know access the cost and performance of HP laptop and evaluate satisfaction level of the customers towards HP laptop. The sample size of the study was conducted in Chennai city. Majority of the members use the laptop for studies. Majority of the respondents' awareness are through friends & relatives. Majority of the respondents are aware of the hardware configuration in laptop computers. Michael Dell founded Dell computer corporation, PCs limited, in 1984 while a student at the University of Texas at Austin. Operating from Michael Dell's off-campus dormitory room at Dobie Centre, the startup aimed to sell IBM PC-compatible computers built from stock components. Laptop once considered a luxury has now become an important gadget in the present era of technology rich world.

Keywords: Laptop, HP Laptop, DELL Laptop, awareness, Satisfaction level.

INTRODUCTION

History of Laptops

The history of laptops describes the efforts, begun in the 1970s, to build small, portable personal computers that combine the components, inputs, outputs and capabilities of a desktop computer in a small chassis. On August 17, a pioneer in the computer industry sadly passed away. John Ellenby died at age 75. He was known as the “godfather” of the laptop because he and his company Grid Systems released the first clamshell portable laptop in 1982: the Compass. Over 30 years later, the idea of opening and closing a laptop still stands as the standard design among laptops. Though the Compass wasn't the first portable computer, it was the first one with the familiar design we see everywhere now. You might call it the first modern

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laptop. The Compass looked quite different than the laptops of 2016 though. It was wildly chunky, heavy and expensive at \$8,150. Adjusted for inflation, that's over \$20,000 by today's standards. It also extended far outward behind the display to help with heating issues and to house the computing components.

REVIEW OF LITERATURE

1. JACKSON, I., GONZALES, M.M. AND MENSAH, A. (2022), The purpose of this study was to examine technological pedagogical content knowledge (TPACK) in 1:1 laptop classroom. We evaluate how, if at all, teachers in these environments engage culturally sustaining pedagogy (CSP) with technology to meet the needs of culturally and linguistically diverse learners. Data for this multiple case study were collected across three middle schools with a 1:1 laptop initiative. Thirteen teachers participated in individual interviews and 77 teachers completed an online survey. Transcribed interviews and the open-ended survey question were analysed using an inductive, iterative process of coding according to hallmarks of TPACK and CSP. This study reveals that while technology could be a powerful tool in fostering an equitable classroom environment, fully implementing equitable approaches in 1:1 laptop school would require educators to develop knowledge and skills to integrate TPACK and CSP in their classroom. Our study indicates that obstacles to providing equitable education for CLD learners in 1:1 classroom are not issues of technology access but issues of disparities perpetuated by missed opportunities to fully engage CSP as a means of challenging the status quo. Tackling this in 1:1 environment would require educators to develop knowledge and skills to engage culturally sustaining TPACK in their classroom.

2. KURTZ BERG, T.R., NAQUIN, C.E. AND AMERI, M. (2022), As both workplace and personal interactions increasingly move into online discussions, the impact of various technological devices (such as cell phones and laptops) on behaviours and decisions must be better understood. This study aims to assess whether tasks done on cell phones or laptops prompt more deception for the sake of personal gain in decisions and negotiations, based on the associations held about each device. Four empirical studies plus a single-study meta-analysis explore the rates of self-serving deceptive behaviour based on the type of device used in decision-making tasks (ultimatum-game bargaining and negotiations). Results show that using a laptop prompted more self-serving behaviour than using a cell phone. Follow-up studies suggest that the dominant associations that people hold with each device – professional ones for the laptop and personal ones for cell phone – may help drive this effect. To the best of the authors' knowledge, this study is among the first to establish a link between technological device and behavioural outcomes in negotiations, even when the exact format of the information sent and received is identical (i.e. text-only format). The findings have implications for selecting devices for important negotiations and decisions, as some may promote more ethical behaviour than others.

3. FAIZAN, M.S., MIAN, T., MUZAMMIL, M. (2022). In the present era, the use of laptop computer becomes an inseparable part of human life. This throws a challenge to the designers of the computer that the device may be designed keeping in mind the human capability. The human-computer interaction is generally done through the pointing devices such as a mouse, touchpad, joystick, etc. Hence, they should be designed to improve the performance by way of increasing the speed and accuracy during a certain task. In the present research, an analysis was carried out to study the two input pointing devices namely touchpad and mouse on the

basis of throughput and location of the laptop computer. For this, an interface based on ISO 9241, [2000] was designed to study the performance of the subjects. Eighteen subjects were chosen to perform this task to test the accuracy and speed of these two pointing devices. The experiment was performed with five different locations of the laptop.

4. SHRINGI, A., AHMED, S., DARIUS GNANARAJ, S. (2022). In recent years, the use of laptops in the workplace has increased considerably. The workstations are not conducive to the continual use of laptops. A study has been carried out using questionnaires and worksheets on laptop users. Data collection included general participant information, locations, and postures adopted for laptop use, time on task, and consequences of using and laptops. Postures used by laptop users varied according to location, e.g., home, school, and boarding house. Postures of laptop users are analysed using Rapid Upper Limb Assessment (RULA) worksheet and Laptop Specific Cornell Musculoskeletal Discomfort Questionnaires (LS-CMDQ). Remedial measures are suggested for correcting postures for improving the productivity and occupational health of laptop users.

OBJECTIVES OF STUDY

- 1.To Analyze the level of satisfaction of the customers towards usage of HP & DELL laptops.
- 2.To Study the reason for opting their laptops.
- 3.To Examine the problems faced by the customers in using their laptops.
- 4.To Study the customer's perspective on importance of laptop.

STATEMENT OF PROBLEM

Due to the increasing globalization and homogenization of consumer's preferences in the world, global branding has become more widespread. That is why the cultural obstacles in marketing of the brand. Now a days, the consumer is more dynamic their taste, needs and preferences can the changing as per current scenario. Hence the development of laptop industry mainly depends on the consumers buying behaviour and their preferences in purchasing the laptops and to analyse the satisfaction level of customer towards usage of laptops. This study is undertaken to find the important attributes increasing brand awareness for Dell & HP laptop in Chennai city. This study is fully focused on the consumer preference towards DELL & HP Laptops in Chennai city.

RESEARCH METHODOLOGY

Data from the sample of 140 people aged anywhere between 12 to 60 above was collected through a questionnaire. The data has been collected using snowball sampling technique and has been interpreted using inferential tests such as ANOVA and Chi-square tests. The collected data has been interpreted using the statistical tool "SPSS" (Statistical package for social sciences). The collected data has been coded, and then further analysis has been carried out. The results generated have primarily been depicted as tables and charts. The results generated have been shown below.

ANALYSIS AND INTERPRETATION

CHI SQUARE

1. **Null hypothesis:** There is no association between occupation and the source used to decide which laptop to buy.

Alternative hypothesis: There is an association between occupation and the source used to decide which laptop to buy.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.682 ^a	15	.839
Likelihood Ratio	13.042	15	.599
Linear-by-Linear Association	.172	1	.679
N of Valid Cases	140		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .13.

Inference:

The chi square test shows a significance level of 0.839. This suggests there is no association between occupation and the source used to decide which laptop to buy. The Null Hypothesis is accepted.

2. **Null hypothesis:** There is no association between occupation and the laptop Brand in determining the purchase of a laptop

Alternative hypothesis: There is association between occupation and the laptop Brand in determining the purchase of a laptop

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.425 ^a	9	.881
Likelihood Ratio	5.231	9	.814
Linear-by-Linear Association	.019	1	.889
N of Valid Cases	140		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .09.

Inference:

The chi square test shows a significance level of 0.881. There is association between occupation and the laptop Brand in determining the purchase of a laptop. The Null Hypothesis is accepted.

One-way ANOVA:

1. **Null hypothesis:** There is no association between monthly income and which laptop brand do you use.

Alternative hypothesis: There is association between monthly income and which laptop brand do you use.

ANOVA

Which laptop brand do you use

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.556	3	.519	.696	.556
Within Groups	101.380	136	.745		
Total	102.936	139			

Inference:

The Anova shows a significance level of 0.556. There is no significant difference between monthly income and which laptop brand do you use. The Null Hypothesis is accepted.

2. **Null hypothesis:** There is no association between occupational status and are you satisfied with your current laptop.

Alternative hypothesis: There is association between occupational status and are you satisfied with your current laptop.

ANOVA

Are you 1 with your current laptop?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.929	3	.310	.381	.767
Within Groups	110.464	136	.812		
Total	111.393	139			

Inference:

The ANOVA shows a significance level of 0.767. There is no significant difference between occupational status and are you satisfied with your current laptop. The Null Hypothesis is accepted.

FINDINGS AND CONCLUSION:

This suggests there is no association between occupation and the source used to decide which laptop to buy. There is no relationship between occupation and the laptop Brand in determining the purchase of a laptop. There is no significant difference between monthly income and which laptop brand do you use. Occupation of the respondent does not influence the satisfaction of the laptop. The respondent's occupation does not affect his decision to buy a laptop. The determination to select a laptop brand is not related to occupational status of the respondent. Monthly income does not influence the laptop brand which they use. The respondent's satisfaction towards the laptop does not depend on their occupation. As the study has been conducted for the academic purpose by the students pursuing undergraduate, at the time of conducting the research, the scope of the research has been paved way for conducting the research more systematically and objectively. The satisfaction level of the customers towards usage of HP & DELL laptops has been analyzed. Customers perspective on importance of laptop and problems faced by customers in using their laptop has been analyzed.

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